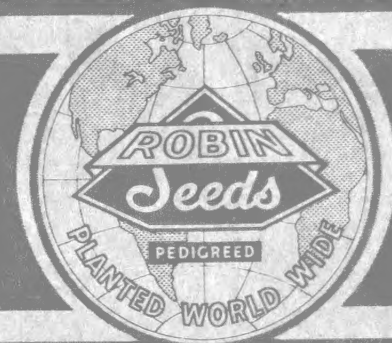


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Varietal Data



PUBLISHED PERIODICALLY BY RESEARCH DEPARTMENT, LAWRENCE ROBINSON & SONS, MODESTO, CALIFORNIA, U. S. A.

THE HALES BEST CANTALOUPE TYPES

*This is your file copy.
Additional copies on request.*

We give no warranty, express or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

It was way back when ---

Mr. I. D. Hale, a large cantaloupe shipper near Brawley, California, saved the seed from a "rogue", or sport, he discovered in a field of POLLOCK 10-25.

That was the birth of HALES BEST, from which many of our more important types of shipping cantaloupes have been developed. Mr. Hale planted the seed from his "rogue", became more favorably impressed, and sent the seed to Rocky Ford, Colorado where intensive reproduction and selection work was commenced, with the eventual development of a "fixed"---

HALES BEST CANTALOUPE: The ancestor of so many present day types, by its own rights, it was a splendid melon. Slightly oblong, medium ribs, and well netted, it has an unusually strong rind enabling it to be successfully shipped thousands of miles. With unusual plant vigor, it produced a melon of fine flavored, soft textured, deep salmon colored flesh, which quickly became a favorite.

HALES BEST NO. 36: An obvious development filling the need of the home gardener and local shipper, its brilliant orange flesh is fine flavored. Prolific, it is almost round, heavily netted and ribbing almost completely removed. Also adaptable to medium distance shipping.

HALES BEST NO. 936: Next on the scene, it is very similar to NO. 36, but satisfies the need for a slightly larger strain.

TRIUMPH JUMBO HALES BEST: A specialized development to satisfy the needs of the restaurant and hotel trade, its fruits are semi-oblong, ribbing is medium prominent and it is heavily netted. Salmon-orange flesh is thick, fine textured and extremely tasty. (Not a shipping type.)

And then, MILDEW, a deadly killer, struck in the Imperial Valley, California where thousands of acres were annually planted to HALES BEST. Dr. Ivan Jaegger, of the United States Department of Agriculture, went to work on the problem and eventually, he very successfully crossed HALES BEST with an inedible (but mildew resistant) variety imported from India, Thus ---

IMPERIAL NO. 45 entered the picture and, in our opinion, is the most remarkable type ever developed by a seed breeder. Still the largest selling variety for long distance shipping, it can ripen to "full slip" in the field, be shipped thousands of miles and arrive on the market stands in excellent, firm, and tasty condition.

However, new types of mildew became a problem and in certain areas it has been necessary to switch to these three new developments ---

IMPERIAL NO. 5, IMPERIAL NO. 6, and IMPERIAL NO. 7, which are all based on and similar to NO. 45, with the important difference that they are resistant to new mildew types to which their parent is susceptible.

IMPERIAL NO. 4-50, another splendid type based on NO. 45, is very similar but has been developed to supply certain categories of trade which demand a slightly larger type melon.

While Dr. Jaegger approached the MILDEW problem from the angle of breeding resistance into HALES BEST, others had different ideas. Commonly known was the fact that Sulphur

"AMERICA'S *Safest* CROWERS"

THE HALLS BEST CANTALOUPE TYPES

This is your file copy
Additional copies on request

It was my best when
Mr. J. D. Halls, a large cantaloupe shipper, near Browley, California, saved the
seed from a "rogue", or sport, he discovered in a field of FOLIOCK NO. 25.
That was the birth of HALLS BEST, from which many of our more important types of ship-
ping cantaloupes have been developed. Mr. Halls planned the seed from his "rogue", be-
cause more favorably impressed, and sent the seed to Rocky Ford, Colorado where intensive
reproduction and selection work was commenced, with the eventual development of a "fixed"
HALLS BEST CANTALOUPE. The ancestor of so many present day types, by its own
right, it was a splendid melon. Slightly oblong, medium sized, and well netted,
it has an unusually strong and enabling it to be successfully shipped thousands
of miles, with unusual plant vigor, it produced a melon of fine flavored, soft
textured, deep salmon colored flesh, which quickly became a favorite.
HALLS BEST NO. 25. An obvious development, filling the need of the home grower
and local shipper, the brilliant orange flesh is fine flavored. Profitable, it is
cantaloupe, heavily netted and ribbing almost completely removed. Also adaptable
to medium distance shipping.
HALLS BEST NO. 25. Next on the scene, it is very similar to NO. 25, but solidifies
the need for a slightly longer stem.
HALLS BEST NO. 25. A seedling development to satisfy the needs of the
restaurant and hotel trade, the fruit is semi-oblong, ribbing in medium pro-
portion, and it is heavily netted, common orange flesh is thick, fine textured
and extremely juicy. (Note: shipping type)
HALLS BEST NO. 25. A seedling, similar to the Imperial Valley, California where
thousands of acres were annually planted to HALLS BEST. Dr. Ivan J. Jagger, of the United
States Department of Agriculture, went to work on the problem and eventually, the very
successfully crossed HALLS BEST with a fruit which was resistant to rot, and
ported in a hardy form.
IMPERIAL NO. 45 entered the picture and, in our opinion, as the most remarkable
two ever developed by a seed breeder. Still the kind of selling variety for
long distance shipping, it can ripen to full size in the field, be shipped
thousands of miles and arrive on the market stands in excellent, firm, and
lusty condition.
In order, new types of melon became a problem and in certain areas it has been
necessary to switch to these new developments.
IMPERIAL NO. 5, IMPERIAL NO. 6, and IMPERIAL NO. 7, which are all based on and
similar to NO. 45, with the important difference that they are resistant to new
melon types to which their parent is susceptible.
IMPERIAL NO. 4-50, another excellent type based on NO. 45, is very similar but
has been developed to supply certain categories of users which demand a slightly
larger type melon.
While Dr. Jagger approached the MELON problem from the angle of breeding resistance
into HALLS BEST, others had different ideas. Commonly known was the fact that Salinas

would effectively combat mildew -- but sulphur also killed cantaloupe vines. "Well then", they reasoned, "why not develop a cantaloupe resistant to sulphur?". This, they managed to do, with the result that a new variety entitled ---

V-4, is now under production. Similar to IMPERIAL NO. 5, but not resistant to mildew. However can be successfully sulphured, so that control of mildew is relatively assured.

Thus, you see, from an obscure beginning, one man's vision and foresight in "spotting a rogue", coupled with the work of men of science, HALES BEST and IMPERIAL types now occupy perhaps the most important positions in the Cantaloupe World.

We have discussed a bit of the background of the widely used HALES BEST CANTALOUPE TYPES, in the belief that *informed salesmen*, who know a little of the history of the commodities *you're listing*, can be of better and more intelligent service to your customers. More such discussions, and of course, new varietal developments will be discussed in subsequent bulletins.

In the meantime, help *your salesmen* become *informed salesmen*. We'll be pleased to mail additional copies for their briefcases --- no charge or obligation.

Available for immediate shipment, from our Rocky Ford, Colorado plant, are all of the varieties discussed. Your customers will like our strains, for we've developed them with a keen knowledge of *just what the market requires!*

Yours very truly,

LAWRENCE ROBINSON & SONS

RESEARCH DEPARTMENT

SERIES 2: BULLETIN 3
NOVEMBER, 1947

